

A VIEW from the ARBOR



Summer 2009

Carnival of Discovery Brings More to Explore at The Arbor

Carnival of Discovery, the anticipated sequel to Exploration Day in The Arbor, brought added fun to Lake Forest on Sunday, May 17, 2009. This fun-filled day long community event was attended by more than 2,000 residents and small business owners. The community was greeted with live music from the El Toro High School Band, food and beverage samples, special discounts, and raffles.

Exploration Day celebrates the City's revitalized shopping centers and promotes The Arbor as Lake Forest's premiere shopping and dining destination. This year's event included many fun and exciting activities for kids and adults of all ages, including carnival rides, games, face painting, special guests, and a live concert from the 80z All Stars. Children and adults were also able to participate in the "Passport to Discovery" that allowed them to explore The Arbor and its many shops and restaurants, while collecting stamps at various destination points. Raffle prizes included gift certificates, a Nintendo DSi, and the grand prize, a Nintendo Wii.

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Top: The Lake Forest community gathered for the day's activities and raffle prize announcements.

Left: Nectar and the Orange County Sheriffs participated in all the fun.

Carnival of Discovery from page 2

Carnival of Discovery was sponsored by the City of Lake Forest, Westrust (the developer of The Orchard) and Prothero Enterprises (owners of the Prothero Center) and was part of Shop and Dine Lake Forest, designed to celebrate and promote all the great businesses in Lake Forest. Make sure you check out the Shop and Dine Lake Forest webpage www.city-lakeforest.com/shopdinelakeforest for information on Lake Forest businesses and upcoming events.



Kids participated in carnival games and won various raffle prizes.

BUSINESS SPOTLIGHT

2008 Winner of Best New Restaurant in Orange County

Boneheads restaurant, located at The Orchard, was selected by The Orange County Register as the 2008 first prize winner of "Best New Restaurant in Orange County." This marked the 15th Annual Best of Orange County supplement and covered the lifestyle categories of eating and drinking, entertainment, recreation, shopping, and services. All winners were selected by the public via mailed ballots and online voting.

Boneheads has been in business in Lake Forest for more than two years, and during this time has made quite an impact on the community. Morgan Smith, co-owner of Boneheads, states, "It is very important to Boneheads to be involved in the community. As a small business, you rely on the community to support your business. After all, your customers come from the community that you serve."

Recently, Boneheads demonstrated its commitment and loyalty to the Lake Forest community with a memorial fundraiser for eight-year old Jazmin Sanchez who was killed in an automobile accident in Lake Forest on May 24, 2009. Boneheads distributed fliers throughout the community to help raise funds for the memorial service. Nearly \$10,000 was raised through Boneheads fundraising efforts and the community's support.

"At Boneheads, we are always striving to give back to the community because we believe we have a

responsibility to support one another. In addition, Boneheads believes that it is the responsibility of all to give in the ways that we are able," Smith adds.

Its past community investment efforts have included fundraisers with the local high schools, donations to local churches and charity organizations, and opening up its kitchen on Thanksgiving morning to help members of Saddleback Church prepare meals for 1,000 people.

"We are lucky that our restaurant gives us a way to help businesses and/or organizations succeed in our community," shares Smith.

The City applauds Bonehead's prestigious award and noteworthy efforts with the Lake Forest community.





New at The Arbor on El Toro

More Reasons to Shop and Dine in Lake Forest!

Prothero Retail Center



Lake Forest's newest shopping center is now open and proving quite popular with the community. The center features the Craftsman-style design elements seen at The Orchard and boasts a great array of shops: Golden Spoon, Jersey Mike's, Morgan Dental, Panda Express, and Wahoo's. The Prothero center is located at the corner of El Toro Road and Raymond Way. Visit their shops today!

Denny's

Opens in Lake Forest with 100 Free Grand Slams



Denny's restaurant is located on El Toro Road in the former Bakers Square location. The restaurant held a soft opening on Mother's Day and grand opening the next day, with free grand slams for the first 100 customers. Each of the first 100 customers received vouchers granting them a free grand slam once a week for 52 weeks. Denny's had more than 300 customers show up eager to be amongst the first 100. Sia Adabkah, co-owner of the franchise said, "I used to own a Denny's in Lake Forest and always knew I wanted to come back. The improvements to El Toro Road gave us more of a reason to bring Denny's back to Lake Forest. We now have prime visibility along El Toro Road and can bring more employment to Lake Forest."

Hooters

Sport Themed Restaurant Coming to El Toro Square

Hooters restaurant will be the newest addition to El Toro Square shopping center on El Toro Road and Swartz Drive, and will occupy the freestanding building adjacent to the freeway off ramp. Hooters has 400 restaurants in 45 states and 17 countries and is consistently rated in Nations Restaurant News Top 100 Chains. This sport-themed restaurant features flat screen TVs, its popular hot wings, a variety of seafood, and other classic American dishes. Construction of Hooters is underway.

Portobello Road at Twin Peaks Plaza

Lake Forest residents and businesses now have an up-scale resale boutique where they can recycle "gently" used clothing, jewelry, shoes, and other items and find some great deals on items recycled by others. It is named after Portobello Road in London, the largest flea market in Europe. All proceeds from Portobello Road will benefit Laura's House, a nonprofit organization whose mission is to change the social beliefs and behaviors that perpetuate domestic violence.

Sultan Marketplace at Twin Peaks Plaza



Sultan Marketplace is Lake Forest's newest specialty Mediterranean grocery store and restaurant. Since May of this year, Sultan Marketplace has provided the Lake Forest community with organic produce, fresh seafood, cheeses, and olives from Europe and the Middle East. Co-owner Haj shares, "We have found Lake Forest to be a great central location for business since we are in close proximity to all Orange County cities." Their specialty items include their falafel and kabob dishes. Explore your favorite Mediterranean dish at Sultan's Marketplace today!

Vacancies at The Orchard Give Way to Exciting New Shops

The Orchard, located in The Arbor, is one of Lake Forest's newest revitalized shopping centers. Since 2005, this 279,000 square-foot shopping center has provided the community with an ideal place to shop, dine, and enjoy a great pedestrian-friendly experience.

As with many shopping centers nationwide, the downturn in the economy forced a few businesses to close, while others have remained strong. Charlie Smith, co-managing partner for Westrust (the developer of The Orchard), has a positive outlook.

"While the current cycle has been challenging and caused the unfortunate loss of a small number of tenants, the strength of The Orchard's position in the trade area has been confirmed by new tenants that have made our center their home."

One distinct and fresh addition is Frostings, a specialty cupcake store. Frostings is open seven days a week and features a variety of breakfast and lunch cup-



cakes including *Angel Kisses*, *14 Carrots*, and *Chocolate Ganache*. This is Frostings' first store nationwide with expansion plans in the near future. John Frank, copartner at Frostings states, "We chose The Orchard as home to our first location because of the center's distinct style and prime location. It is surrounded by a great mix of businesses and residents, and provides great access to the freeways."

Westrust is currently marketing the former Shoe Pavilion location and considering subdividing the space to allow more flexibility for potential tenants. They also will welcome a well-known restaurant to the former Carino's location. Westrust has spoken to several tenants interested in the site and is in negotiations with one restaurant they believe will be very well-received. Although they can't disclose the name of the restaurant yet, they are excited at the prospect of having it join The Orchard family of great shops and eateries.

"The Orchard has truly evolved into a convenient destination for the local community. We have a strong mix of well-known restaurants and retailers that are sought out by local community and the surrounding cities as well," adds Smith.



City Exploring Improvements to the El Toro Library

The Redevelopment Agency is working with the Orange County Public Library to explore how to improve pedestrian access to the El Toro Library and extend the "craftsman-style" architecture designated for the El Toro Redevelopment Area to the library. While still preliminary, the Agency and County staff have identified areas for potential site improvements that would significantly enhance the library's integration with its neighboring retail centers. Potential improvements include a new pedestrian interconnection with The Orchard shopping center, upgraded landscaping and fencing, architectural improvements to the building, and increased on-site parking.

While negotiations are ongoing, the City recognizes the El Toro Library as a vital asset to the community and welcomes the partnership opportunity between the Library and the Lake Forest Redevelopment Agency.

